

CHARM OFFENSIVE: HOW CHINA'S SOFT POWER IS TRANSFORMING THE WORLD

Speaker

Joshua Kurlantzick, Visiting Scholar, Carnegie Endowment for International Peace

Moderator

Minxin Pei, Senior Associate & China Program Director, Carnegie Endowment for International Peace

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12 noon – 2 pm

Carnegie Endowment for International Peace
1779 Massachusetts Ave NW
Washington, DC

Over the past decade, China has emerged as a major global actor in regions it had been absent from for decades, including Africa, Latin America, Central Asia, and parts of Southeast Asia. In building its new global influence, China has downplayed its hard power, instead creating a strategy to build soft power – a strategy that relies upon China's growing aid, more sophisticated public diplomacy, promotion of Chinese culture, and many other elements. For the first time in post-WWII history, the US may be facing a situation in which Beijing's appeal, in many parts of the developing world, outstrips Washington's. As China becomes more influential, it will transform Africa, Latin America, and other developing regions, and force the US, Europe, the World Bank, and other leading actors to reassess their own policies.

Though China's new global influence has received major media attention over the past year, there have been few in-depth studies of China's strategy in the developing world, or of how China has built this soft power. The China Program thus is pleased to invite you to attend a lunch seminar at which Joshua Kurlantzick will present his new book *Charm Offensive: How China's Soft Power Is Transforming the World* (Yale University Press, 2007). In this landmark book, based on years of on-the-ground research, Kurlantzick details and critically examines China's successes and failures in applying soft power, and what that means for the world.

I hope you will take advantage of this special event and join us for a lively discussion. **Space is limited.** Please confirm your attendance by e-mailing Doris Duangboudda at ChinaEvents@CarnegieEndowment.org.

Sincerely,

Minxin Pei
Senior Associate & Director, China Program